CATALOGUE OF PREMIUMS

FOR COUPONS TAKEN FROM

STOCKTONIA

MIRACLE

ANGORA BORAX

AND

KING OF SOAPS

GIVEN BY

WILLIAMS & MOORE

STOCKTON, CALIFORNIA

Before sending your Coupons we would especially have you read the following instructions and comply with them, as it will enable us to forward your premium promptly.

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, Cal.

✢ ✢ ✢

We are receiving Coupons every day with no name, or written so poorly that name cannot be read, which causes a delay and makes it impossible for us to know who sends the Coupons. WRITE NAME AND ADDRESS PLAINLY.

✢ ✢ ✢

State the number of Coupons you send and also what premium you wish.

✢ ✢ ✢

If you send the coupons in a separate package from your instructions as to what you want, be sure and write your address and name plainly on the outside of the package as well as in your letter.

✢ ✢ ✢

If you do not receive your premium in less than two weeks after sending coupons notify us by letter or postal card and state the number of coupons you sent and also what premium you wanted and we will look the order up at once.

We have had so many calls from people with a less number of coupons than the premium wanted requires, that in order to allow them to get what they want we will accept one-half cent for each coupon short. To illustrate, if you have 75 coupons and want the Cold Meat Fork, which calls for 125 coupons, we will accept the 75 coupons and 25 cents, which represents the coupons you have and one-half cent for each coupon short, which was 50.

It is not necessary to send any money if you have the required number of coupons; in fact, we would prefer to have you send coupons.

✢ ✢ ✢

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

The Silverware that we are giving away as premiums has for years maintained the highest reputation for quality, style and workmanship, and needs no further guarantee than for us to say that it is Rogers.

✣ ✣ ✣

The quality of this brand has become so well known that purchasers of silverware throughout the world call for Rogers ware and will take no other.

✣ ✣ ✣

To insure you that you are getting the celebrated William Rogers silverware, each piece is marked "W. R."

✣ ✣ ✣

One Teaspoon .....30 Coupons

✣ ✣ ✣

Six (½ doz.) Teaspoons .....150 Coupons

✣ ✣ ✣

One Dessert Spoon .....50 Coupons

✣ ✣ ✣

Six (½ doz.) Dessert Spoons .....250 Coupons

✣ ✣ ✣

One Table Spoon .....50 Coupons

✣ ✣ ✣

Six (½ doz.) Table Spoons .....250 Coupons

✣ ✣ ✣

One Coffee Spoon .....35 Coupons

✣ ✣ ✣

Six (½ doz.) Coffee Spoons .....175 Coupons

✣ ✣ ✣

One Bouillon Spoon .....50 Coupons

✣ ✣ ✣

Six (½ doz.) Bouillon Spoons .....250 Coupons

✣ ✣ ✣

One Berry Spoon .....185 Coupons

✣ ✣ ✣

One Table Knife .....75 Coupons

✣ ✣ ✣

Six (½ doz.) Table Knives .....350 Coupons

✣ ✣ ✣

One Dessert Knife .....75 Coupons

✣ ✣ ✣

Six (½ doz.) Dessert Knives .....350 Coupons

✣ ✣ ✣

One Butter Knife .....50 Coupons

CALIFORNIA STATE LIBRARY

One Fruit Knife ..... 60 Coupons

✢ ✢ ✢

Six (½ doz.) Fruit Knives ..... 325 Coupons

✢ ✢ ✢

One Pie Knife ..... 200 Coupons

✢ ✢ ✢

One Butter Spreader ..... 60 Coupons

✢ ✢ ✢

Six (½ doz.) Butter Spreaders ..... 325 Coupons

✢ ✢ ✢

One Table Fork ..... 50 Coupons

✢ ✢ ✢

Six (½ doz.) Table Forks ..... 250 Coupons

✢ ✢ ✢

One Dessert Fork ..... 50 Coupons

✢ ✢ ✢

Six (½ doz.) Dessert Forks ..... 250 Coupons

✢ ✢ ✢

One Oyster Fork ..... 50 Coupons

✢ ✢ ✢

Six (½ doz.) Oyster Forks ..... 250 Coupons

✢ ✢ ✢

One Berry Fork ..... 50 Coupons

✢ ✢ ✢

Six (½ doz.) Berry Forks ..... 250 Coupons

✢ ✢ ✢

One Fruit Fork ..... 50 Coupons

✢ ✢ ✢

Six (½ doz.) Fruit Forks ..... 250 Coupons

✢ ✢ ✢

One Pie Fork ..... 50 Coupons

✢ ✢ ✢

Six (½ doz.) Pie Forks ..... 250 Coupons

✢ ✢ ✢

One Cold Meat Fork ..... 125 Coupons

✢ ✢ ✢

One Cream Ladle ..... 125 Coupons

✢ ✢ ✢

One Gravy Ladle ..... 175 Coupons

✢ ✢ ✢

One Soup Ladle ..... 375 Coupons

✢ ✢ ✢

One Punch Ladle ..... 600 Coupons

✢ ✢ ✢

One Sugar Shell ..... 50 Coupons

One Butter Knife and Sugar Shell .....125 Coupons

✣ ✣ ✣

One Salt and Pepper Set .....150 Coupons

✣ ✣ ✣

One 3-Piece Child's Set .....125 Coupons

✣ ✣ ✣

One 5-Piece Child's Set .....325 Coupons

✣ ✣ ✣

One Napkin Ring .....75 Coupons

✣ ✣ ✣

One Nut Set (1 Cracker, 6 Picks) .....100 Coupons

✣ ✣ ✣

One Coin Silver Plated Cup .....150 Coupons

✣ ✣ ✣

The Pie Knife, Cold Meat Fork, Berry Spoon, Punch Ladle, Gravy Ladle, Soup Ladle, Cream Ladle, Butter and Sugar Set, 3-Piece Child's Set, 5-Piece Child's Set are in separate satin-lined boxes.

✣ ✣ ✣

The Coffee Spoons, Fruit Knives, Oyster Forks, Bouillon Spoons, Berry Forks, Fruit Forks, Butter Spreaders, come six (½ doz.) in a box, but are also given separately.

✣ ✣ ✣

In order to enable you to get any premium you may want, although you have not coupons enough, we will accept one-half cent for each coupon you are short.

✣ ✣ ✣

We are receiving coupons every day with no address, or written so poorly that name cannot be read; this makes it impossible for us to know who sends the coupons.

✣ ✣ ✣

Write your name and address plainly.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

The Cutlery we are giving is the best German importod ware and should not be confounded with the cheap goods given so much by department shores.

✢ ✢ ✢

One 4-inch Scissor .....50 Coupons

✢ ✢ ✢

One 5-inch Scissor .....50 Coupons

✢ ✢ ✢

One 6-inch Scissors .....50 Coupons

✢ ✢ ✢

One 6-inch Shcar .....50 Coupons

✢ ✢ ✢

One 7-inch Shear .....50 Coupons

✢ ✢ ✢

One 8-inch Shear .....50 Coupons

✢ ✢ ✢

One 9-inch Shear .....50 Coupons

✢ ✢ ✢

One Button Hole Scissor .....50 Coupons

✢ ✢ ✢

One 6-inch Shear (with Tension Device) .....100 Coupons

✢ ✢ ✢

One 7-inch Shear (with Tension Device).....100 Coupons

✢ ✢ ✢

One 8-inch Shear (with Tension Device) .....100 Coupons

✢ ✢ ✢

One 9-inch Shear (with Tension Device) .....100 Coupons

✢ ✢ ✢

One 4-inch Manicure Scissor .....150 Coupons

✢ ✢ ✢

One Embroidery Scissor .....150 Coupons

✢ ✢ ✢

One Pocket Scissor .....150 Coupons

✢ ✢ ✢

One Cuticle Knife .....150 Coupons

✢ ✢ ✢

One Manicure File .....150 Coupons

✢ ✢ ✢

One Corn Razor .....200 Coupons

✢ ✢ ✢

One Ladies' Oxidized Hat Pin .....50 Coupons

✢ ✢ ✢

We have had so many calls from people with a less number of Coupons than the premium wanted requires that we will accept one-half cent for each Coupon short.

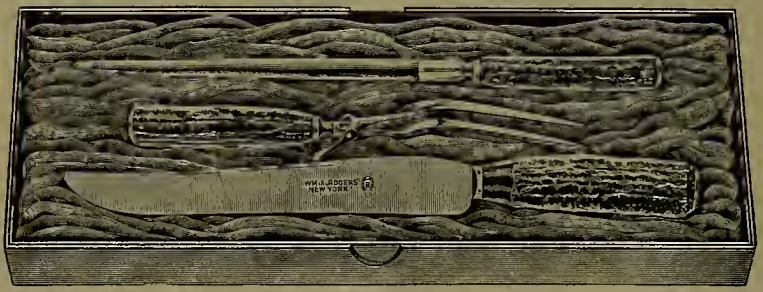
✢ ✢ ✢

Write your name and address plainly.

✢ ✢ ✢

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.



CARVING SET

GIVEN FOR 600 COUPONS.

We need say nothing further than this Carving Set is made by the Wm. A. Rogers Co., and bears their trade mark and name.

✣ ✣ ✣

Include 30 cents for postage, or, if desired, we will send this Carving Set by express.

✣ ✣ ✣

We would particularly have you read the instructions on the inside page of the cover and in sending your coupons comply with same.

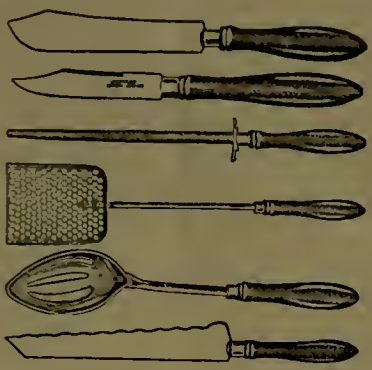
✣ ✣ ✣

We have had so many calls from people with a less number of Coupons than the premium wanted requires that we will accept one-half cent for each coupon short.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.



GIVEN FOR 200 COUPONS.

AMERICAN KITCHEN SET, Consisting of

One Emery Steel	One Butcher Knife
One Paring Knife.	One Basting Spoon
One Bread Knife	One Pan Cake Turner

is one of the best premiums we have ever offered and is very essential in a kitchen.

(Include 18 Cents for Postage.)

We have had so many calls from people with a less number of Coupons than the premium wanted requires that we will accept on half cent for each coupon short.

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

THESE ARE BUT THREE DESIGNS OUT OF THE MANY WE HAVE.

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

GIVEN FOR 450 COUPONS.

Your Choice of One of These Clocks.

✣ ✣ ✣

These clocks are without doubt the best premium we have ever offered.

✣ ✣ ✣

They are 10 inches high. Beveled crystal, gold plated center bands. Lever escapement. Three-inch ivorine dials. Western lantern pinions. Thirty-two-hour movement. With alarms.

✣ ✣ ✣

Unless otherwise stated, we will send these clocks by express.

✣ ✣ ✣

If to be sent by mail include 60 cents for postage.

✣ ✣ ✣

In sending your coupons be sure and write your name and address upon the outside of the package as well as in your letter.

✣ ✣ ✣

WRITE NAME AND ADDRESS PLAINLY.

✣ ✣ ✣

We have had so many calls from people with a less number of Coupons than the premium wanted requires that we will accept one-half cent for each coupon short.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

DISHES.

We have added to our list of premiums dishes in sets and single pieces.

✣ ✣ ✣

We enclose in this catalogue a sheet illustrating the 42-piece Dinner Set, and also of what the set consists, and would particularly call your attention to these premiums.

✣ ✣ ✣

In regard to size and usefulness they are the best premium we have been able to offer, and only by getting them direct from the factory were we enabled to procure them so as to use them as premiums.

✣ ✣ ✣

Owing to their weight it is impossible to send them by mail, but we will deliver them to the railroad for shipment to you or send by express if you desire.

✣ ✣ ✣

The 31-piece Breakfast Set.....100 Coupons and $2.00

✣ ✣ ✣

The 42-Piece Dinner Set .....100 Coupons and $3.00

✣ ✣ ✣

(Owing to the small number of coupons and the low cash value asked, we cannot give this premium in any other way than in the manner we state, that is, 100 Coupons and $2.00, and 100 Coupons and $3.00.)

✣ ✣ ✣

Single Salad Bowls, Decorated .....160 Coupons
Single Cake Plates, Decorated .....175 Coupons
Single Plates, Decorated .....60 Coupons
Single Sauce Plates, Decorated .....50 Coupous
Single Tea Cup and Saucer, Decorated.....80 Coupons
Single Coffee Cup and Saucer, Decorated .....100 Coupons
Sugar Bowls, each Decorated .....165 Coupons
Creamers, each Decorated.....60 Coupons
Mustards, each Decorated .....35 Coupons
Cracker Jar, each, Decorated .....50 Coupons
Chocolate Sets (Chocolate Pot and 6 Cups) .....670 Coupons

SINGLE PIECES DISCONTINUED

✣ ✣ ✣

We do not pay freight or express charges.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

ROLLMAN MEAT AND FOOD CHOPPER.

A Meat and Food Chopper is one of the necessary things in a kitchen, and this one in particular, as in cleaning it opens so that every part can bo thoroughly cleaned, and yet very simple in construction.

Four steel knives or cutters come with the Chopper, coarse, medium, fine and nut butter.

GIVEN FOR 50 COUPONS AND 75 CENTS

(Include 25 cents for postage.)

Owing to the small number of coupons and the low cash value asked, we cannot give this premium in any other way than in the manner in which we state, that is, 50 coupons and $.75.

In sending your coupons be sure and write your name and address upon the outside of the package as well as in your letter.

WRITE NAME AND ADDRESS PLAINLY.

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

We would call your attention to our Stereoscope and Views.

✣ ✣ ✣

This premium consists of one Genuine Crystal Lens Stereoscope and 50 Views, scenes from every land and give a trip around the world as it were without the expense and worry of traveling.

✣ ✣ ✣

This premium is given for 250 Coupons. (Include 30 cents for postage.

✣ ✣ ✣

We have had so many calls from our premium users for more views that we have added the following sets of views, each set consisting of 25 views and given for 100 Coupons, or if you wish will give them for 25 cents each. (Include 8 cents postage for each set.)

✣ ✣ ✣

Wedding Bells, Comics, Wonders of the Old World, A Trip Across the Continent, The Life of Christ, Children and Pets, Odd Sights, The Panama Canal Zone, San Francisco Earthquake, Atlas, and Uncle Sam's Fighting Ships taken just before starting to the Pacific Coast.

✣ ✣ ✣

State the number of coupons you send and also what premium you wish.

✣ ✣ ✣

If you send the coupons in a separate package from your instructions as to what you want, be sure and write your address and name plainly on the inside of the package as well as in your letter.

✣ ✣ ✣

If you do not receive your premium in less than two weeks after sending coupons notify us by letter or postal card and state the number of coupons you sent and also what premium you wanted, and we will look the order up at once.

✣ ✣ ✣

In order to enable you to get any premium you may want, although you have not coupons enough, we will accept one-half cent for each coupon you are short.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

POCKET KNIVES.

ONE FOR 100 COUPONS.

(Include 3 Cents for Postage.)

Your choice of either Stag Handle, Bone Handle or Tortoise Shell Handle.

✣ ✣ ✣

GIVEN FOR 600 COUPONS.

SPOON HOLDER OR BREAD TRAY.

This Spoon Holder or Bread Tray is probably one of the finest premiums we have ever offered and is in the silver finish. It is 12 inches by 6 inches in size.

(Include 20 cents for postage.)

✣ ✣ ✣

In order to enable you to get any premium you may want, although you have not coupons enough, we will accept one-half cent for each coupon you are short.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

PICTURES FOR 20 COUPONS.

For 20 Coupons we are giving beautiful Fower Studies, Rural Scenes, Landscapes, Marine Views, Winter Scenes, and Yard Pictures of Fruits, Flowers, Cats, Dogs, Assorted Fruits and Flowers.

✣ ✣ ✣

Some of the Subjects are:

Pears	Spring
Pineapples	Summer
Popular Fruits	Autumn
Select Fruits	Moonlight in Winter
Water Melon	Trust
California Fruits	Sheep
Strawberries	In the Pasture
Favorite Fruits	At the Well
Assorted Fruits	Kings of the Field
Peaches	A Good Doggie
Grapes	A Summer Day
Flowers and Fruits	Fish
Yellow Roses	Game

The pictures are in natural colors, sixteen by twenty inches.

✣ ✣ ✣

Any one of the following Yard Pictures:

Cherries	Roses
Assorted Fruits	Poppies
Mixed Flowers	Kittens
Pansies	Puppies

✣ ✣ ✣

These pictures are three feet long and eight inches wide, and are natural colors.

✣ ✣ ✣

NAME MORE THAN ONE SUBJECT YOU WOULD LIKE TO HAVE, AS WE MAY BE OUT OF SOME PARTICULAR ONE.

✣ ✣ ✣

In sending your coupons for a picture enclose 3 cents for postage and 1 cent for each additional picture.

In sending for pictures, if you have already received some, state the subjects you have so that we will not duplicate.

Be sure and write your name and address plainly, as we receive coupons every day with no name or address.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

PICTURES.

For 30 Coupons we are giving any one of the following:

Simply to Thy Cross I Cling	St. Cecelia
Christ Knocking at the Door	St. Anthony
Sacred Heart of Mary	St. Joseph
Sacred Heart of Jesus	Guardian Angel
Rock of Ages	Holy Family
Christ Before Pilate	Angel's Whispers
Pharaoh's Horses	The Tiger
Can't You Talk	The Monarch
The Horse Fair	

These pictures are also in natural colors and sixteen by twenty inches.

✢ ✢ ✢

In sending your coupons for a picture enclose 3 cents for postage and 1 cent for each additional picture.

✢ ✢ ✢

Write your name and address plainly.

✢ ✢ ✢

State the number of coupons you send and also what premium you want.

✢ ✢ ✢

Name more than one subject you would like to have, as we may be out of some particular picture.

✢ ✢ ✢

Write your name and address on the outside of the package containing the coupons.

✢ ✢ ✢

We have had so many calls from people with a less number of Coupons than the premium wanted requires that we will accept one-half cent for each coupon short.

✢ ✢ ✢

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

PICTURES FOR 40 COUPONS.

FOR FORTY COUPONS

We are giving one of the following:

Good as Gold	Rescued
Floral Gems	My Darling
Jack Roses	Our Glorious Banner

✣ ✣ ✣

These pictures are fourteen by twenty-eight inches and are tinned so they can be used without framing.

✣ ✣ ✣

In sending your coupons for a picture enclose 3 cents for postage and 1 cent for each additional picture.

✣ ✣ ✣

In sending for Pictures be sure and state the Pictures you already have, so that we will not duplicate.

✣ ✣ ✣

We have only named a few of the subjects of the pictures we have, as we are continually getting new pictures and subjects.

✣ ✣ ✣

We greatly prefer wherever possible that you call at our offices with coupons, as we have all our premiums on display, and you can make your selection there and take your premium with you.

✣ ✣ ✣

We are located on the corner of South Aurora and Washington Streets.

✣ ✣ ✣

Be sure and read the instructions on page 2 of this catalogue.

We have so many calls from people with a less number of Coupons than the premium wanted requires that we will accept one-half cent for each coupon short.

✣ ✣ ✣

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

SUGAR AND CREAMER.

GIVEN FOR 600 COUPONS.

This set, consisting of Sugar Bowl and Creamer Pitcher, is in the silver finish, and makes a beautiful addition to any table service.

✢ ✢ ✢

Include .. cents for postage.

✢ ✢ ✢

We know that if our Stocktonia, Angora Borax, Miracle and King of Soaps did not give the best of satisfaction it would be useless for us to advertise or give premiums, and we will only say our soaps are the best we can make, believing that they are the best that can be made.

✢ ✢ ✢

We solicit from you a trial of our soaps, feeling confident that it will only result in your becoming a constant user.

✢ ✢ ✢

We have adopted this plan (giving premiums) of advertising so that our customers, the people who patronize us, get the full benefit of the money we would otherwise spend in other ways; believing that they are entitled, as our customers, to whatever we have to spend.

✢ ✢ ✢

We would like to add in this connection that all of our premiums in this catalogue have been selected with the greatest of care, bearing in mind that our customers desire something beautiful as well as useful and ornamental, and always giving quality the first consideration.

✢ ✢ ✢

As we have stated elsewhere in this catalogue, we prefer wherever possible that you call at our offices with coupons, as we have our premiums on display and you can make your selection there and take your premium with you, and that we are adding new premiums continually which do not show in our catalogue.

✢ ✢ ✢

SEND ALL COUPONS TO

WILLIAMS & MOORE, STOCKTON, CAL.

WILLIAMS & MOORE

STOCKTONIA, MIRACLE, ANGORA BORAX AND KING OF SOAPS

Date.

WILLIAMS & MOORE, Stockton, Cal., P. O. Box 786.

Gentlemen:

Enclosed find ..... coupons taken from your Stocktonia, Angora Borax, Miracle, and King of Soaps, and for which please send me the following premiums:

	coupons
	coupons
	coupons
	coupons
	coupons
	coupons
	coupons
	coupons
	coupons
	coupons
	coupons
	coupons

Stamps enclosed ..... for coupons short
Stamps enclosed for postage

Yours truly,

Name

City

County

State

Street

Stocktonia
REGISTERED
ANGORA
BORAX
SOAP
COUPON
A COUPON
WITH EVERY BAR
COUPON
THE KING OF SOAPS
WASHES WITHOUT RUBBING
PATENTED
GREATEST OF ALL BLEACHING SOAPS
We Challenge the WORLD to Produce its Equal.
Miracle